

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM539936

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	Notice of Trademark Security Agreement		
RESUBMIT DOCUMENT ID:	900510128		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Houston's, Inc.		08/05/2019	Corporation: OREGON
RECEIVING PARTY DATA			
Name:	First Business Capital Corp.		
Street Address:	401 Charmany Drive		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53719		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	4337904	HOUSTON'S PEOPLE, NOT JUST PRODUCTS.	
Registration Number:	4337903	HOUSTON'S PEOPLE, NOT JUST PRODUCTS.	
Registration Number:	3634383	DELIVERING PROFIT	
Registration Number:	2822298	HOUSTON'S INC.	
Registration Number:	2545021	BLOSSOM VALLEY	
Registration Number:	2678835	SWEETWATER	
Registration Number:	2616919	BAR BLEND	
Registration Number:	2789117	CHALLENGER	
CORRESPONDENCE DATA			
Fax Number:	4142735198		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4142733500		
Email:	nakees@gklaw.com		
Correspondent Name:	Nicholas A. Kees; Godfrey & Kahn, S.C.		
Address Line 1:	833 East Michigan Street, Suite 1800		
Address Line 4:	Milwaukee, WISCONSIN 53202-5615		
ATTORNEY DOCKET NUMBER:	057401-0208		

NAME OF SUBMITTER:	Nicholas A. Kees
SIGNATURE:	/Nicholas A. Kees/
DATE SIGNED:	09/09/2019
Total Attachments: 2 source=notice2#page1.tif source=notice2#page2.tif	

NOTICE OF TRADEMARK SECURITY AGREEMENT
(FOR RECORDATION PURPOSES)

This Notice of Trademark Security Agreement, dated as of August 5, 2019, is made with regard to HOUSTON'S, INC., an Oregon corporation ("Borrower"), having an address for notice at 9799 SW Freeman Drive, Wilsonville, Oregon 97070 and FIRST BUSINESS CAPITAL CORP., a Wisconsin corporation ("Lender"), having an address for notice at 401 Charmany Drive Madison WI 53719.

RECITALS:

5 The Borrower and the Lender are parties to a Loan and Security Agreement dated as of August 5, 2019 (as the same may hereafter be amended, supplemented or restated from time to time, the "Loan Agreement") setting forth the terms on which the Lender may now or hereafter make certain loans or other financial accommodations to or for the account of the Borrower.

As a further condition to making any loan or other financial accommodation under the Loan Agreement or otherwise, the Lender has required the execution and delivery of a Patent and Trademark Security Agreement (the "Trademark Security Agreement") by the Borrower.

ACCORDINGLY, in consideration of the mutual covenants contained in the Loan Agreement, the Trademark Security Agreement, and herein, the undersigned gives notice as follows:

Pursuant to the terms of the Trademark Security Agreement, Borrower has granted a security interest in favor of the Lender in and with respect to the entire right, title, and interest of Borrower in the trademarks identified in the attached schedule (the "Trademarks"), together with the goodwill of the business symbolized by said Trademarks.

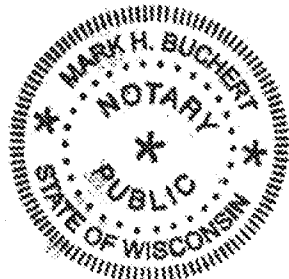
IN WITNESS WHEREOF, the undersigned has executed this Notice of Trademark Security Agreement as of the date written above.

FIRST BUSINESS CAPITAL CORP.

By: Kevin McGraw
Kevin McGraw, Vice President

STATE OF Wisconsin
COUNTY OF Dane


The foregoing instrument was acknowledged before me this 5th day of August, 2019, by Kevin McGraw, a Vice President of First Business Capital Corp., on behalf of the corporation.



Mark H. Buchert
Notary Public, State of Wisconsin
My commission expires 10/1/22

SCHEDULE

UNITED STATES TRADEMARKS

MARK	REGISTRATION/ SERIAL NUMBER	REGISTRATION DATE	STATUS	RECORD OWNER
HOUSTON'S PEOPLE, NOT JUST PRODUCTS.	4337904 85716590	May 21, 2013	Registered	Houston's Inc.
 HOUSTON'S <i>People, not just products.</i>	4337903 85716585	May 21, 2013	Registered	Houston's Inc.
DELIVERING PROFIT	3634383 77571260	June 9, 2009	Registered	Houston's Inc.
HOUSTON'S INC.	2822298 76436391	March 16, 2004	Registered	Houston's Inc.
BLOSSOM VALLEY	2545021 76288153	March 5, 2002	Registered	Houston's Inc.
SWEETWATER	2678835 76197804	January 21, 2003	Registered	Houston's Inc.
BAR BLEND	2616919 76165479	September 10, 2002	Registered	Houston's Inc.
CHALLENGER	2789117 75982137	December 2, 2003	Registered	Houston's Inc.